

# The button-free trigger Profoto Connect

2019.03.27



## **Profoto just made flash easy to use for every image creator. Introducing Profoto Connect; the button-free trigger.**

From time to time something comes along that changes everything, this is one of those rare occasions.

Profoto Connect is the trigger for flash that's completely button free. This is so much more than an improvement; Profoto has rethought, reimagined and rebuilt the remote trigger from the hot shoe up to create something that makes the process of working with flash effortlessly simple.

"Profoto Connect came from a steadfast belief that flash can be every bit as beautiful as ambient light" commented Martina Nillenstedt, Profoto Head of Content and Brand, "What we needed to do was make it more accessible to more image creators - Profoto Connect does that - from today forward, working with flash couldn't be easier."

There's almost nothing to the Profoto Connect - It's just a small, smooth and discreet pod that sits on top of the camera. Albert Norelius, Profoto Product Manager explains, "When we sat down and talked with photographers, we recognized that all the buttons and menus you find on a typical remote trigger can seem a little complex - so we decided to get rid of them completely."

Instead, Profoto Connect simply has three settings; auto, manual and off. In auto mode, which for those who are familiar with flash is TTL; it's just point-and-shoot. It's all very straightforward; the correct flash exposure is calculated automatically when you press the shutter.

Auto is incredibly useful if the subject is moving, and the distance between the subject and the flash is changing

because Profoto Connect adjusts the flash power to give you a great exposure in every shot - leaving you to think about the most important part - creating great images.

If you'd like a little more control, you can start in auto to establish a starting exposure, and then slide the Profoto Connect to manual mode to creatively fine tune it. That way you can achieve exactly the lighting effect you want.

You can adjust the power on the flash unit, or from the palm of your hand. "Profoto Connect links directly to the Profoto app via Bluetooth," Martina added, "If you can swipe your finger across the screen of your smartphone, then you can adjust the power output on your flash unit - it's that simple."

Ultimately, that's all there is to it. Combine the Profoto Connect with the Profoto A1, for example; The world's smallest studio light - and you have natural and beautiful light on demand.

Whether you want to balance your subject with the background, bring just the slightest hint of light to your subject, create beautiful golden-hour portraits or even work in blue hour and overcast conditions - there are no barriers between you and the image you want to capture.

"The way we see it, with Profoto Connect we're all 'natural light shooters,' it's just some of us don't have to wait for the sun to appear on a cloudy day, or change position when the sun does, or pack up and go home when the sun vanishes beneath the horizon." Martina concludes, "With the Profoto Connect - you're free - free to create."

Profoto Connect; the button free trigger. This is you being free to create.



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## Profoto Connect features

- Button-free trigger for all Profoto AirTTL lights
- Attach to your camera's hot shoe to wirelessly connect camera and light
- Three settings: Auto, manual and off
- Auto mode: Point and shoot with automatic flash power
- Manual mode: Fine-tune the flash settings
- Smart connectivity with the Profoto app (compatible with iPhone 7 and later)
- Small, lightweight and minimalistic design
- Built-in rechargeable LiPo battery – 30h battery life

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## Specifications

### Product numbers

901310 Profoto Connect - Canon  
901312 Profoto Connect - Sony  
901314 Profoto Connect - Nikon  
901316 Profoto Connect - Fujifilm  
901318 Profoto Connect - Olympus

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### Profoto Connect (for all brands) includes

1 x Profoto Connect  
1 x Charging cable (USB-C to USB-A)  
1 x Protective case

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### Size

Diameter: 45 mm (1.77 in)  
Height: 29 mm (1.14 in)

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### Weight

43 g (0.09 lbs)

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### Short specifications

Smartphone control: Yes, via Bluetooth through Profoto app  
Profoto AirTTL: Yes  
Operation modes: Auto/Manual  
Frequency Band: 2.4 GHz  
No. of frequency channels: 8  
Range: Up to 300m (1000 ft) (free line of sight in open space)  
Typical battery lifetime: >30 hours

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### Recommended light

Profoto A1

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### Recommended apps

Profoto app for iPhone

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## Information

### Firmware update

Firmware updates are easily accessed through the Profoto app for iPhone or on [profoto.com/myprofoto](http://profoto.com/myprofoto).

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## Questions

## Please contact

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This content may not be made public before 2019.03.27

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